

**Outreach Recommendations – Flip Chart Notes**  
**March 17, 2009**

- Don't just have meetings; go to the neighborhood organizations (churches, etc.)
  - o "Outreach liaison activities"
- Effort by DON for the MLK event was impressive
- Outreach sessions are important
- Some important City departments were mission at the MLK meeting
- Need to include matters related to education, economic development
  - o All relevant topics for each neighborhood – "cast the net widely"
- Have an experienced urban planning contractor review the whole process comprehensively and make recommendations
- Need to do outreach with developers
- Get employers involved
- Get grocery stores involved
- Ethnic and economic spectrum – all inclusive
- Do conversational brown bags in the neighborhoods
- Trusted advocate model can work successfully, but only if there's enough time. Time is really a key issue.
- Timeframe is linked to the anticipated development interest when trains start running. Some people are OK with going first, to get things in place.
- NPAC needs time to get a meaningful product complete – 6 more months would be helpful
- City politics could be brought to bear to help control the rush of development. NPAC has power on this.
- More time would help, but let's put the process together well.
- Time is needed to do adequate outreach to get participation and validation
- Transit is driving the schedule – developers have already been to City Council with their concerns and viewpoints. We need to get this done in a reasonable level of time.
- Time and effort is needed to educate the people in neighborhoods about what a neighborhood plan is and what it does.

- Get the businesses involved and inform them of benefits of neighborhood planning.
- Individual plans may present “best case/worst case” scenarios –
- The 6 months of extra time proposed by the outreach committee is open to suggestion/negotiation
- Not quite feeling the rush
- The market economy is driving things and causing neighborhoods to make changes so they can respond. Want to keep to the schedule, at least we have a new, revised schedule.
- Each of us has a responsibility to keep the contact list updated
  - o Use the list to see what the neighborhoods are saying about timeline
- Is the schedule pressure that is felt just around zoning changes or the full neighborhood plan update?
- Lack of current funding for development may give us a unique opportunity to pause and think
- Enroll new people in the outreach lists and encourage them to take advantage of other ways to get engaged (Facebook, list serv, etc.)
- Help enable groups to influence the community organization models in their neighborhoods
- Is the perception of development pressure real or perceived? How can we validate?
- OK with giving more time on the first 3 station areas but not on remaining neighborhoods. Developers are getting ready for the upswing.
- If we’re having issues with timeline for these 3 and we apply the same timeline and plan over and over – is there room for adaptation later?